

## ORDER



**Orders**  
**Order / Rev:** 169380  
**Alt Order #:** 06376338  
**Product Desc:** OBAMA 4 PRES: SKED C  
**Estimate:** 2089  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Poli/Obama for President  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	56	\$29,850.00	\$25,372.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	\$29,850.00	\$25,372.50	0.00
<b>Totals</b>	<b>56</b>	<b>\$29,850.00</b>	<b>\$25,372.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$29,850.00
Market	100%	\$149,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,492.50
WISN	29%	\$43,282.50
WITI	32%	\$47,760.00
WMLW-	1%	\$1,492.50
WPXE	0%	\$0.00
WTMJ	16%	\$23,880.00
WVTV	1%	\$1,492.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/30/12	11/02/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	7a-9a		-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		4				\$50.00		0.00			
2	WDJT	10/30/12	11/02/12	Let's Make a Deal 9a-10aM Let's Make a Deal 9a-10a	858a-10a		-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		4				\$200.00		0.00			

Order / Rev: 169380  
 Alt Order #: 06376338  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Poli/Obama for President  
 Product Desc: OBAMA 4 PRES: SKED C  
 Estimate: 2089  
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	10/30/12	11/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$350.00		0.00			
4	WDJT	10/30/12	11/02/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	-TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$350.00		0.00			
5	WDJT	10/30/12	11/02/12	News at Noon News at Noon	CM	12p-1230p	-TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
6	WDJT	10/30/12	11/02/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$200.00		0.00			
7	WDJT	10/30/12	11/02/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	-TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
8	WDJT	10/30/12	11/02/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p	-TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
9	WDJT	10/30/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$300.00		0.00			
E 10	WDJT	10/30/12	11/04/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	-TWTFS	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTFS					1	\$500.00		0.00			
E 11	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					3	\$1,500.00		0.00			
E 12	WDJT	10/30/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					3	\$1,500.00		0.00			
E 13	WDJT	11/05/12	11/05/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p	1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$6,000.00		0.00			
14	WDJT	11/02/12	11/02/12	Fr 8p - 9p CSI: New York	CM	8p - 9p	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$1,500.00		0.00			
15	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$2,500.00		0.00			
16	WDJT	11/05/12	11/06/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$200.00		0.00			
17	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$350.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$350.00		0.00			
18	WDJT	11/05/12	11/05/12	Y&R 11a-12p	CM	11a - 12p	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				The Young & the Restless 11a-											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$350.00		0.00			
19	WDJT	11/05/12	11/05/12	News at Noon	CM	12p-1230p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
20	WDJT	11/05/12	11/05/12	CBS Block 1230p-2p	CM	1230p-2p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				CBS Block 1230p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$200.00		0.00			
21	WDJT	11/05/12	11/05/12	Doctor 2p-3p	CM	2p-3p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				Doctors 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
22	WDJT	11/05/12	11/05/12	3p-4p (eff 9/10/12)	CM	3p-4p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				Jeff Probst											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
23	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$300.00		0.00			
E 24	WDJT	11/06/12	11/06/12	Y&R 11a-12p	CM	11a - 12p	-1-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
				The Young & the Restless 11a-											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----		1				\$700.00		0.00			
													Totals	56	\$29,850.00